

ORDER



Orders
Order / Rev: 67688
Alt Order #: 9850631 /Brad
Product Desc: JOHN MCNALLY-SD15
Estimate:
Flight Dates: 10/24/12 - 10/29/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Red Maverick Media
Buying Contact:
Billing Contact:
 401 N 2nd Street
 Harrisburg, PA 17101

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: McNally/R/PA Senate
Demographic: A35+
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	54	\$7,110.00	\$6,043.50
10/29/12	10/29/12	17	\$2,360.00	\$2,006.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	54	\$7,110.00	\$6,043.50	0.00
November 2012	17	\$2,360.00	\$2,006.00	0.00
Totals	71	\$9,470.00	\$8,049.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	22%	\$9,470.00
Market	100%	\$43,045.45

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	78%	\$33,575.45
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/24/12	10/29/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M- WTF- -	:30	6	\$30.00	P-3	0.00	NM	6	\$180.00
N 2	WHP	10/24/12	10/29/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	M- WTF- -	:30	7	\$30.00	P-3	0.00	NM	7	\$210.00
N 3	WHP	10/24/12	10/29/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	M- WTF- -	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
N 4	WHP	10/24/12	10/29/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M- WTF- -	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
N 5	WHP	10/24/12	10/29/12	CBS This Morning CBS This Morning	CM	7a-9a	M- WTF- -	:30	6	\$40.00	P-3	0.00	NM	6	\$240.00

Order / Rev:	67688
Alt Order #:	9850631 /Brad
Flight Dates:	10/24/12 - 10/29/12

Advertiser:	McNally/R/PA Senate
Product Desc:	JOHN MCNALLY-SD15
Estimate:	

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WHP	10/24/12	10/29/12	Face the Nation Face the Nation	CM	1030a-1130a	- - - - - S	:30	1	\$285.00	P-3	0.00	NM	1	\$285.00
N 7	WHP	10/24/12	10/29/12	Face the State Face the State	CM	1130a-12p	- - - - - S	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
N 8	WHP	10/24/12	10/29/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M- WTF- -	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 9	WHP	10/24/12	10/29/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M- WTF- -	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N10	WHP	10/24/12	10/29/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M- WTF- -	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
N11	WHP	10/24/12	10/29/12	Su 6p-630p News CBS 21 News at 6p	CM	6p-630p	- - - - - S	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
N12	WHP	10/24/12	10/29/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M- WTF- -	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
N13	WHP	10/24/12	10/29/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M- WTF- -	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
N14	WHP	10/24/12	10/29/12	Sa Prime Access Rotato Sa Prime Access Rotator	CM	7p-8p	- - - - - S-	:30	4	\$135.00	P-3	0.00	NM	4	\$540.00
N15	WHP	10/24/12	10/29/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M- WTF- -	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N16	WHP	10/24/12	10/29/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	- - - - - SS	:30	4	\$90.00	P-3	0.00	NM	4	\$360.00
Totals														71	\$9,470.00